

Message Text

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71

ACTION EUR-06

INFO OCT-01 ISO-00 EB-11 RSC-01 DRC-01 /020 W

----- 121239

R 191543Z APR 74

FM AMEMBASSY VIENNA

TO USDOC WASHDC

INFO SECSTATE WASHDC 2519

AMEMBASSY SOFIA

USIA WASHDC

UNCLAS VIENNA 3517

BEWT FOR RICE

E.O. 11652: N/A

TAGS: BEXP, BU

SUBJECT: US PARTICIPATION PLOVDIV FAIR 1974 -JOHN DEERE COMPANY

1. EWTC HAS RECEIVED FOLLOWING TELEX MESSAGE: QUOTE REF JOHN DEERE PARTICIPATION IN PLOVIDV FAIR RECEIVED YOUR QUOTATION TOTALING US \$6,600 FOR 148 SQUARE METERS EXTERIOR SPACE AT US PAVILION PLOVDIV FAIR WHICH APPEARS EXTREMELY HIGH TO US. YOUR PRICE IS SAID TO INCLUDE FREIGHT, FORWARDING ASSISTANCE, DESIGN AND CONSTRUCTION OF EXHIBIT INCLUDING EXHIBITION BOOTHS AND OFFICE, SET-UP OF EXHIBIT MATERIAL, INTERPRETERS AND USUAL MARKET PROMOTION AND ASSISTANCE. SINCE DEERE IS ALREADY ESTABLISHED IN BULGARIA FOR A NUMBER OF YEARS, WE DO NOT NEED INTERPRETERS, MARKET PROMOTION ASSISTANCE, COVERAGE OF FREIGHT AND FORWARDING ASSISTANCE AND ANY INDOOR EXHIBITION BOOTH AND OFFICE. WE WILL ONLY NEED OUTDOOR SPACE FOR 3 MACHINES WHICH WE ARE EXHIBITING AT THE SPECIAL REQUEST OF THE US EMBASSY. IN VIEW OF THIS WOULD YOU PLEASE PROVIDE US WITH A BREAKDOWN OF COST ITEMS OF YOUR QUOTATION AND RECHECK THE TOTAL PRICE FOR POSSIBLE MISTAKE. INCIDENTALLY THIS PRICE COMPARES VERY UNFAVORABLY WITH OUR COST FOR PARTICIPATION IN NOVI SAID FAIR OF TOTAL US \$2,050 FOR 100 SQUARE METERS OUTSIDE SPACE INCLUDING REGISTRATION FEE, PORTION OF PAVILION RENTAL, PORTION OF OFFICE SPACE AND KITCHENETTE ADVERTISING ON EXHIBITION SITE AND EMBASSY PUB-
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LICITY EXPENSES. PLEASE RECONSIDER AND ADVISE. REGARDS

DEERE EXPORT DR. FRANK, GENERAL MANAGER. UNQUOTE.

2. REQUEST USDOC GUIDANCE AS TO HOW EWTC SHOULD REPLY.
TRINKA

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 19 APR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974VIENNA03517
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740092-0093
From: VIENNA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740427/aaaaaxxq.tel
Line Count: 65
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: garlanwa
Review Comment: n/a
Review Content Flags:
Review Date: 10 SEP 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <10 SEP 2002 by BryanSD>; APPROVED <02 JAN 2003 by garlanwa>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: US PARTICIPATION PLOVDIV FAIR 1974 -JOHN DEERE COMPANY
TAGS: BEXP, BU
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005